

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein                                      Art Unit : 3682  
Serial No. : 10/748,682                                      Examiner : Khanh H. Le  
Filed : December 31, 2003                                  Conf. No. : 1976  
Title : SYSTEM AND METHOD FOR DELIVERING INTERNET  
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND  
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

### Mail Stop Amendment

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## INTERVIEW SUMMARY

Applicant thanks Examiner Le for the courtesy of a telephonic and in-person interview conducted on September 14, 2011 with Applicant's representatives Mark D. Kirkland and Michael P. Shepherd.

The substance of the interview included a discussion of a proposed amendment to claim 1. Claim 30 was discussed with respect to the Talegon reference and specifically the rotation of advertisements as described in paragraph 45.

The examiner agreed that the limitation of claim 30, if incorporated into claim 1, appears not to be described by at least paragraph 45 of Talegon. Examiner Le indicated that she would need to conduct further review of Talegon and perform an updated search.

Applicant agreed to submit a proposed amendment to (i) address the 35 U.S.C. § 112 rejections discussed during the interview and (ii) incorporate the limitation of claim 30. Applicant further agreed to follow up with Examiner Le in October to discuss the newly proposed claim.

It is believed that no fees are due with this filing. Please apply any other credits or charges to Deposit Account No. 06-1050.

Respectfully submitted,

Date: September 20, 2011

/Michael P. Shepherd/  
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